App No.: Not Yet Assigned Docket No.: 324212000500
Inventor: Steve K. SOUDERS et al.
Title: METHOD AND SYSTEM FOR GENERATING
RECOMMENDATIONS

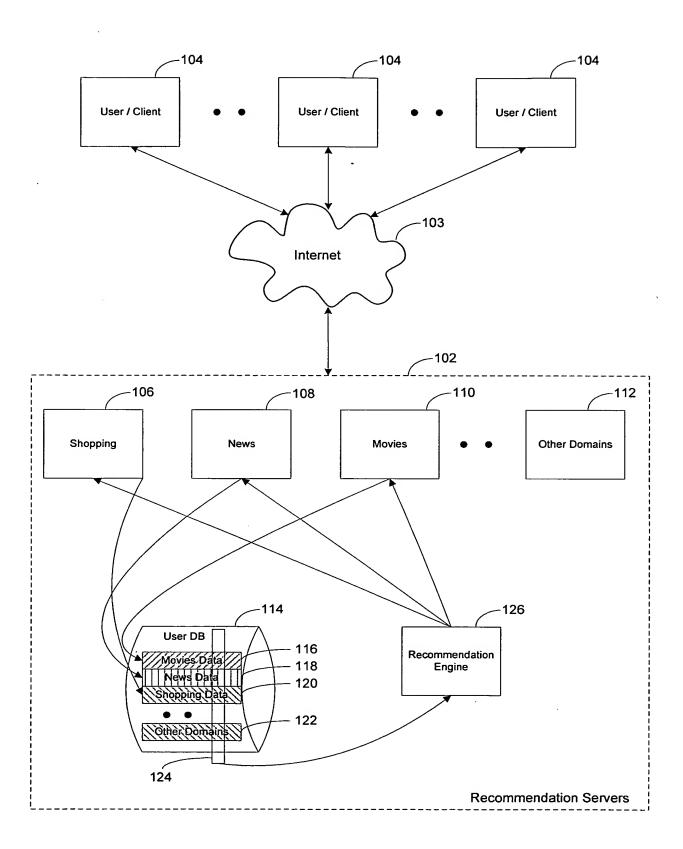


FIG. 1

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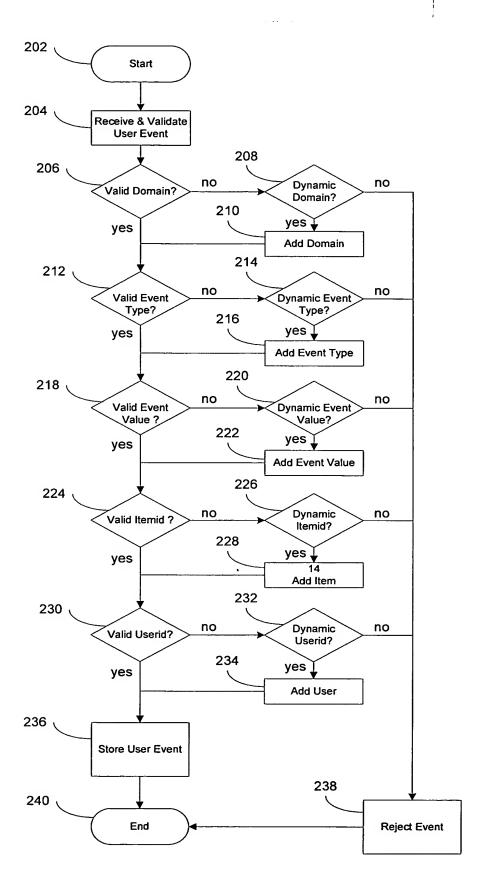


FIG. 2A

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User Database 114 ~

userid	domain	itemid	event type	event value
User 1	News	ne84938	view_entire_article	yes
User 1	Movies	mo3844	rate	80
User 1	Movies	mo3844	review	This movie is
User 1	Shopping	sh74399	purchase	119
User 1	Shopping	sh74399	rate	high
User 2	•	•	•	•
•				
User n				

FIG. 2B

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334

end

App No.: Not Yet Assigned

FIG. 3

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